

Message Text

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PAGE 01 SAO PA 01994 092030Z

64

ACTION ARA-10

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /018 W

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R 091940Z SEP 74

FM AMCONSUL SAO PAULO

TO USDOC WASHDC

INFO AMEMBASSY BRASILIA

AMCONSUL RIO DE JANEIRO

SECSTATE WASHDC 5552

UNCLAS SAO PAULO 1994

COMMERCE PASS TJOHNSON/OIM/DIBA/LA

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: NEW GOB REGULATIONS ON OFF-THE-FLOOR SALES AT TRADE
FAIRS

1. RECENT CHANGES IN CACEX REGULATIONS EFFECTING THE DIRECT SALE OF GOODS BEING EXHIBITED AT INTERNATIONAL FAIRS IN BRAZIL I.E., OFF-THE-FLOOR-SALES, SHOULD BE BROUGHT TO THE ATTENTION OF A.S. EXHIBITORS PLANNING TO PARTICIPATE IN FUTURE ANHEMBI SHOWS. THE MOST IMPORTANT MODIFICATION IN EARLIER PROCEDURES IS THAT NOW, ANY EXHIBITED ITEM WHICH IS NATIONALIZED I.E. SOLD DURING THE FAIR, CAN ONLY BE TRANSFERRED AFTER CACEX HAS ISSUED AN IMPORT LICENSE (GUIA DE IMPORTACAO). SINCE THIS TAKES A NUMBER OF WEEKS, THE EXHIBITOR MUST LEAVE HIS PRODUCT IN A BONDED STORAGE AREA UNTIL CACEX HAS ACTED. THIS WILL, OF COURSE, INVOLVE STORAGE CHARGES, AND PRESUMABLY THEY WILL BE HIGH SINCE STORAGE WOULD OF NECESSITY HAVE TO BE IN THE EUDMARCO WAREHOUSE.

2. THE IMPLICATIONS OF THE ABOVE MODIFICATION IN PROCEDURES IS THAT, UNLESS AN EXHIBITOR IS WELL ALONG IN HIS NEGOTIATIONS FOR SALE OF AN ITEM TO BE EXHIBITED PRIOR TO ITS ARRIVAL IN THE COUNTRY, IT IS EXTREMELY DOUBTFUL THAT HE WILL BE ABLE TO CONSUMMATE A SALE "OFF-THE-FLOOR" SINCE THE TIME INVOLVED IN APPLYING FOR THE GUIA IN TAKING A "SIMILARS" SURVEY DONE,
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ARRANGING THE FINANCING, ETC....., WOULD ALMOST CERTAINLY PRE-

CLUDE HIS COMPLETING THE TRANSACTION PRIOR TO HIS DEPARTURE
FROM BRAZIL AFTER THE FAIR HAD ENDED. IN PRACTICE, ACCORDING
TO THE BRITISH, WHO ENJOYED AN EXEMPTION FROM THIS PROCEDURE
DUE TO THE FACT THAT THEY HAD CONTRACTED THEIR SOLO EXHIBITION
PRIOR TO ISSUANCE OF THE NEW CACEX RESOLUTION, NOW FIRM WILL
PROBABLY HAVE TO RETURN THEIR EXHIBITS TO THE U.S. UNLESS
THEY (OR THEIR CUSTOMER) ARE PREPARED TO ABSORB EXTRA EXPENSES
RELATED TO THE REQUIREMENTS OF THE NEW REGULATIONS.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 09 SEP 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974SAOPA01994
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740250-1007
From: SAO PAULO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740963/aaaacbig.tel
Line Count: 70
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: boyleja
Review Comment: n/a
Review Content Flags:
Review Date: 22 MAR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <22 MAR 2002 by maustmc>; APPROVED <03 FEB 2003 by boyleja>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: NEW GOB REGULATIONS ON OFF-THE-FLOOR SALES AT TRADE FAIRS
TAGS: BEXP, BR
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005